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**FOR IMMEDIATE RELEASE**

**BrandIntel Ranks New Games for PlayStation 3, Nintendo Wii and Xbox 360**

*Top 50 New and Soon-to-be-Released Games Determined by Analysis of Consumer-published Content Shows Rising Sentiment for Microsoft*

Toronto — November 16, 2006 — BrandIntel, a leader in consumer and market intelligence solutions, today released a research study ranking the top 50 new and soon-to-be released games for Sony Playstation 3, Nintendo Wii and Microsoft Xbox 360. Based upon analysis of online consumer-published content, the research shows rising sentiment for Microsoft and Ubisoft due to games such as *Gears of War* (#1) and *Assassin's Creed* (#8).

In addition, BrandIntel concluded that interest for the Nintendo Wii is driving interest for games made available on the console. These games have generally created positive discussion due to the curiosity and excitement for using the Wii-mote and Nunchuk controller. While these games have generated other topics of discussion, the “controls/responsiveness” attribute has been a consistent source of positive discussion for these games.

The BrandIntel *Top 50 Video Games Report* captured data from January 1, 2006 to October 31, 2006 for over 1,200 “next-gen” games, or those only compatible with Xbox 360, PlayStation 3, or Nintendo Wii consoles. The games were ranked in terms of audience discussion share and sentiment score. Based upon this research, the following 10 games topped the rankings:

1. Gears of War (Microsoft)
2. The Legend of Zelda: Twilight Princess (Nintendo)
3. Madden NFL 07 (Electronic Arts)
4. Halo 3 (Microsoft)
5. Marvel: Ultimate Alliance (Activision)
6. Fight Night Round 3 (Electronic Arts)
7. Call of Duty 3 (Activision)
8. Assassin's Creed (Ubisoft)
9. Resistance: Fall of Man (Sony)
10. Tony Hawk's Project 8 (Activision)

The BrandIntel gaming report provides research, marketing, communications and customer relationship management departments with actionable information to support decision-making through a better understanding of consumer usage behavior as well as industry trends and influences. The report highlights the video games and manufacturers that have generated the most positive discussion and sentiment in online consumer communities such as message boards, discussion forums, blogs and other social communities on the Internet. BrandIntel's LinkMap tracked over 670,000 raw search results on the Internet but refined those results through technological filters and human analysis to utilize only the highest quality data for this study – totaling over 48,000 consumer mentions on next-gen video games. Rankings were determined by highest percent of discussion share, with sentiment scores serving as a secondary indicator of placement on the list.

The study breaks consumers down into the hardcore community—consumers that post on game-oriented sites, and the casual community, or the consumers that post comments on websites that include video game discussion, but also have other areas of interest. In addition, the games appearing in the research are new or yet-to-be-released, providing sales analysts with a more comprehensive view of consumer demand and overall brand quality opinion.

Additional key findings from the study include:

- Gamers are currently moving away from the redundancies of WWII shooters game play and presentation, and are showing rising interest in futuristic shooters such as Gears of War (#1) and Halo 3 (#4).
- Action/adventure games generated the highest discussion share due to their typical open-ended game play and highly-interactive environments.
- Sports games, although discussed at a high level, received criticisms by both hardcore and casual gamers alike about its inaccurate and unrealistic game play.

“While traditional gaming reports tend to focus on post-purchase consumer feedback, our report gathers discussions from online communities that provide both hardcore and casual gamers an open forum to express their opinions on new or yet-to-be-released games, therefore generating conversations even before some of the games are released,” said Bradley Silver, president of BrandIntel. “The ability to track and analyze online consumer discussion and sentiment allows organizations the ability to gain better insight into consumer perception of a brand. Armed with a heightened awareness of consumer sentiments, gaming executives are then able to identify emerging trends and make better-informed business decisions as a result.”

Using award-winning Internet monitoring technology combined with the power of human analysis, BrandIntel detects, analyzes and generates intelligence on tens of thousands of relevant comments about video games on a daily basis. The company scans the entire scope of the Internet and analyzes the most pertinent content to measure for assigned sentiment scores and share of discussion, rating the physical and emotional value of the results (positive or negative) to produce the relevant categorization records of information in all its reports.

This *Top 50 Video Game Report* follows the June 2006 *E3Gaming Report*, in which BrandIntel tracked and analyzed online gaming community discussions around video games launched at E3.

To view a summary of the report and full listing of the top 50 video games, visit [www.brandintel.com](http://www.brandintel.com).

**About BrandIntel** ([www.brandintel.com](http://www.brandintel.com))

BrandIntel, a Brandimensions Inc. company, translates online consumer-published content into reliable intelligence, enabling businesses to advance the science of decision making. The company offers an information-delivery platform combining human intelligence with award-winning technology for the most trusted market data in the industry. The BrandIntel data helps businesses validate critical business decisions, uncover new opportunities for value creation, and get closer to customers. BrandIntel works with Fortune 1000 companies and is headquartered in Toronto, Canada, with offices in the United States.

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